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Autore	Mayrhofer Philip
Titolo	Interdependencies in the discovery and adoption of Facebook applications : an empirical investigation / / Philip Mayrhofer
Pubbl/distr/stampa	Wiesbaden, : Springer Gabler, 2013
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Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (183 p.)
Collana	Innovation und Entrepreneurship
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Soggetti	Online social networks Social networks - Computer network resources Web sites - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foreword; Preface; Table of contents; Table of figures; Table of tables; Table of abbreviations; 1 Introduction; 1.1 Motivation and research objective; 1.2 Approach; 1.3 Definitions and theoretical foundation; 1.3.1 Discovery and adoption of products on the internet; 1.3.2 Interdependencies between users; 1.3.3 Interdependencies between applications; 1.4 Research context; 1.4.1 Background; 1.4.2 Facebook; 2 Capture and curation of a data set on Facebook applications; 2.1 Chapter overview; 2.2 Data source; 2.3 Data capture; 2.3.1 Process; 2.3.2 Export file; 2.4 Data curation; 2.4.1 Data import 2.4.2 Data manipulation3 Descriptive analysis of secondary interdependencies; 3.1 Chapter overview; 3.2 Sample; 3.3 Description of the Facebook platform for applications; 3.3.1 Aggregated supply and demand; 3.3.2 Individual statistics of applications and developers; 3.4 Analysis of the impact of a policy change on application usage; 3.4.1 Introduction; 3.4.2 Facebook's changes to platform policies; 3.4.3 Analysis and discussion; 3.5 Analysis of the time elapsed between application launches; 3.5.1 Introduction; 3.5.2 Descriptive analysis of developer portfolios 3.5.3 Determinants of the time between application launches3.5.4

Multivariate analysis; 3.5.5 Conclusion; 3.6 Chapter summary; 4 Interdependencies between users; 4.1 Chapter overview; 4.2 Conceptual model and hypotheses; 4.3 Research design; 4.4 Descriptive analysis; 4.4.1 How do users get aware of available applications?; 4.4.2 What drives adoption of applications?; 4.4.3 Who does actively recommend?; 4.5 Multivariate analysis; 4.5.1 Variables; 4.5.2 Model specification; 4.5.3 Results and discussion; 4.6 Chapter summary; 5 Interdependencies between applications; 5.1 Chapter overview
5.2 Information spillovers on the Facebook platform5.3 Empirical approach; 5.3.1 Data; 5.3.2 Methodology; 5.3.3 Specification; 5.4 Results and discussion; 5.5 Chapter summary; 6 Summary and conclusion; References; Appendix; A. Appendix for chapter 3; B. Appendix for chapter 4; C. Appendix for chapter 5

Sommario/riassunto

Facebook Platform is a prominent example of an internet-based service for which third-party developers can offer small add-on programs, which are often referred to as applications. The distribution of success of applications is highly skewed. This market structure with few blockbuster applications and a long-tail of unpopular ones is common in the media, entertainment and software industries. Philip Mayrhofer compiled individual-level survey data as well as an original panel data set of Facebook applications in order to examine the market for Facebook applications in detail. Specifically he identifies interdependencies such as bandwagon effects between users and spillovers between applications and analyzes whether they contribute to the concentrated market structure. Contents - Empirical Analysis of Facebook's Platform for Applications - Determinants of the Discovery and Adoption of Applications - Information Spillovers between Applications as a Source of Usage - Determinants of the Discovery and Adoption of Applications - Information Spillovers between Applications as a Source of Usage Target Groups - Researchers and students in the field of management and industrial organization - Entrepreneurs and managers in companies with internet-based business models The Author Dr. Philip Mayrhofer obtained his doctorate degree at the Institute for Innovation Research, Technology Management and Entrepreneurship (Ludwig-Maximilians-Universität München) under the supervision of Prof. Dietmar Harhoff, Ph. D. .

2. Record Nr. UNICAMPANIAVAN00294403

Autore	Rosenberg, Alexander L.
Titolo	Noncommutative Algebraic Geometry and Representations of Quantized Algebras / by Alexander L. Rosenberg
Pubbl/distr/stampa	Dordrecht, : Springer, : Kluwer, 1995
Descrizione fisica	xii, 315 p. ; 24 cm
Soggetti	14A22 - Noncommutative algebraic geometry [MSC 2020] 16-XX - Associative rings and algebras [MSC 2020] 16S32 - Rings of differential operators (associative algebraic aspects) [MSC 2020] 16S60 - Associative rings of functions, subdirect products, sheaves of rings [MSC 2020] 16S90 - Torsion theories; radicals on module categories (associative algebraic aspects) [MSC 2020] 16W50 - Graded rings and modules (associative rings and algebras) [MSC 2020] 16W55 - "Super" (or "skew") structure [MSC 2020] 17-XX - Nonassociative rings and algebras [MSC 2020] 17B37 - Quantum groups (quantized enveloping algebras) and related deformations [MSC 2020] 18E10 - Abelian categories, Grothendieck categories [MSC 2020] 18F05 - Local categories and functors [MSC 2020] 18F15 - Abstract manifolds and fiber bundles (category-theoretic aspects) [MSC 2020] 18F20 - Presheaves and sheaves, stacks, descent conditions (category-theoretic aspects) [MSC 2020]
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